New Revenue Initiative
Enabling ideas to generate new sources of funding

New sources of revenue can help fund your key priorities and expand your unit’s impact on campus and beyond.

How We Can Help
Our service-oriented team can partner with you to explore, expedite and implement ideas to build new revenue. Whether you’re just starting to think about new revenue ideas or you have a proposal that you’re ready to pursue, we can help drive your ideas forward.

Who We Serve
Individuals, teams, and leaders from UC Berkeley’s schools, colleges, departments, and administrative units.

What We Offer

Idea Generation

Individual consultations. One of the biggest challenges can be knowing where to start. We will meet with you to develop a strategy and next steps.

Spark Sessions: Innovative idea generation sessions led by our staff to help your team develop dozens of new ideas.

Online Crowd-Sourcing. Through our online idea management platform, Ideaction, the campus and alumni community can collaborate and build ideas together.

Business Proposal Development
We can help you develop a business proposal—key to launching a new revenue idea successfully.

Funding
$30 million in available loan funds. Loans may vary in size from a few thousand to millions of dollars. Your unit retains all net revenue after loan repayment.

Implementation Support
With our project management expertise, we can help you develop a project plan, assemble a team, develop or review budgets, consult on financial management best practices, set up metrics, and develop plans to assess and mitigate risks.

Contact us today to get started
Visit us on the web: newrevenue.berkeley.edu
Call us: 510.642.2934
Email us: newrevenue@berkeley.edu
### Berkeley Ideas Take Flight

Just a few inspirational examples of how Berkeley departments are generating revenue:

- **Psychology**
  Launched post-baccalaureate program to prepare students for graduate study

- **College of Environmental Design**
  Launched a summer architecture and urban design program for high school students

- **Nuclear Engineering**
  Offers time in a specialized research facility to private researchers and manufacturers

- **School of Information**
  Debuted Data Science Online Master’s Program

- **Cal Performances**
  Enhanced digital architecture to increase online sales

### Looking for Opportunities to Grow

One easy way to start thinking about new revenue possibilities is to consider your department’s current offerings and audiences, and then think about how you could create new revenue opportunities by adding new offerings, reaching out to new audiences—or both.

<table>
<thead>
<tr>
<th>Current Audience</th>
<th>Current Offerings</th>
<th>New Audience</th>
<th>New Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Enhancement to an existing online sales channel</td>
<td>Example: Offering new product/service to existing audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example: Licensing a learning curriculum</td>
<td>Example: New professional degree program</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Elements of a New Revenue Proposal

Use the questions below to think through your value proposition: a crisp, compelling description of how you intend to serve a customer group in a way that delivers greater value than competing offerings.

- **Mission**
  How does your idea support the research and teaching mission of the University?

- **Customer**
  Who are your intended customers, and what is their untapped need?

- **Opportunity**
  What gap will you fill between your customers’ need and other products or services that are currently available?

- **Campus Sponsor**
  Which campus unit will own and operate this activity?

- **Offering**
  What is the product or service you will deliver to your customers?

- **Competition**
  Who is the competition for this product or service? What is the competitive advantage of your solution versus the alternatives?

- **Revenue & Results**
  What financial and non-financial results will be achieved through your idea?